

## **Syllabus for Communication 525**

### **Social Science Approaches to Human Communication Theory**

#### Conduct of Class Sessions

Given that this course is a doctoral seminar, students play an active role in shaping class discussion. To that end, students master the reading assignments associated with each weekly topic and come to class prepared with questions, criticisms, and comments. For each assigned reading, one student will be asked to lead off our discussion by providing a **written synopsis** for distribution to the class and a **3-minute** critical review to begin the discussion.

#### Components of Course Evaluation

Seminar Participation	20
Midterm Exam	25
Final Exam	25
Course Paper	<u>30</u>
	100

Exams: Both the midterm and the final will be take-home exams (each 15-page maximum) where the student selects questions to answer from a larger list that I prepare.

Course Paper: A 10-page Statement of A Research Problem

One of the most difficult challenges we face as researchers is to define our research problem in concise and clearly communicated terms. We face this challenge every time we propose a research project and every time we seek to write up our research for publication. While you are a long way from proposing your dissertation research, it is often the case that statement of the research problem is a major hang-up as this research has to be 'original' and, thus, the onus is on you to 'state' the research problem in clear and convincing terms.

Some of the major elements that have to be articulated are: (1) What is the phenomenon you are interested in? (2) What is the question that is the source of your curiosity? (3) What is this phenomenon a case of? (4) What are the central concepts needed to capture the phenomenon in order to theorize the process or structure that gives rise to the phenomenon? (5) Why is the phenomenon important or why should others care? – 'the so what question,' (6) What is known about the phenomenon in the literature? (7) How is your research going to advance that knowledge?

## Seminar Topics and Readings

### Week One

Introduction: Level of Analysis: The Case of Change

### Week Two

#### I. Concept Explication: The Process and Selected Examples

##### 1. The process

- Chaffee, S. H. (1991). *Explication*. Newbury Park: Sage. Chapter 1 (Pp 1-14).

##### 2. Values and related concepts

- Rokeach, M. (1973). *The Nature of Human Values*. New York: Free Press. Chapter 1 (Pp 3-25).

##### 3. Ambiguity

- Ball-Rokeach, S. J. (1973). From pervasive ambiguity to a definition of the situation. *Sociometry* 36: 378-389.

##### 4. Encoding/decoding

- Hall, S. "Encoding/decoding," Stuart Hall, et. al., eds. *Culture, Media, Language: Working Papers in Cultural Studies 1972—79* [Hutchinson, 1980], Pp 128-137.

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##### 5. Cultural capital

- Bourdieu, P. (1986). The forms of capital. In J. Richardson (Ed.) *Handbook of Theory and Research for the Sociology of Education* (New York, Greenwood), Pp. 241-258.

### Week Three

#### II. Classical Problems in Social Theory

- Giddens, A. (1979). *Central Problems in Social Theory*. Berkeley: University of California Press. Ch. 2 (Agency, Structure, Pp. 49-95).

#### III. Public Opinion, A Sketch: From The French Salon to the 21<sup>st</sup> Century

##### 1. An overview through the 20<sup>th</sup> Century

- Price, V. (1992). *Public Opinion*. Newbury Park: Sage. Pp 1-92.

### Week Four

#### 2. The public is not a mass

- Kurt Lang & Gladys Engel Lang, “Mass Society, Mass Culture, and Mass Communication: The Meaning of Mass,” *International Journal of Communication*, Vol. 3, 2009, pp. 998-1024  
[<http://ijoc.org/ojs/index.php/ijoc/article/view/597/380>]

#### 3. The role of Gabriel Tarde

- Elihu Katz, “On parenting a paradigm: Gabriel Tarde’s agenda for opinion and communication research,” *International Journal of Public Opinion Research*, 1991, 80-86.
- Gabriel Tarde, “Opinion and Conversation,” in *Tarde on Communication and Social Influence: Selected Papers* [1898, Chicago, 1969] pp. 297-324.

#### 4. The public sphere

- Calhoun, C. (1992). Introduction: Habermas and the public sphere. In *Habermas and the Public Sphere*, C. Calhoun, ed. Cambridge, MA: MIT, pp. 1-48.
- Wyatt, R. O., Katz, E. & J. Kim (2000). Bridging the spheres: Political and personal conversation in public and private spaces. *Journal of Communication* 50: 71-92.

#### 5. Public opinion and democracy?

- Althaus, S.L. (2006). False starts, dead ends and new opportunities in public opinion research. *Critical Review*, 18, 75-104.
- Shapiro, R. Y. (2011). Public opinion and American democracy. *Public Opinion Quarterly* 75:982-1017.

### Week Five

- Hayes, A. F., Matthes, J. & W. P. Eveland, Jr. (2013). Stimulating the quasi-statistical organ: Fear of social isolation motivates the quest for knowledge of the opinion climate. *Communication Research* 40:439-462

#### 6. Opinion polarization as a feature of the 21<sup>st</sup> Century communication environment?

- Wojcieszak, M. E. & D. C. Mutz (2009). Online groups and political discourse: Do online discussion spaces facilitate exposure to political disagreement? *Journal of Communication* 59:40-56.
- Brundidge, J. (2010). Encountering “difference” in the contemporary public sphere: The contribution of the internet to the heterogeneity of political discussion networks. *Journal of Communication* 60: 680-700.

- Himelbolm, I., McCreery, S. & M. Smith (2013). Birds of a feather tweet together: Integrating network and content analysis to examine cross-ideology exposure on Twitter. *Journal of Computer-Mediated Communication* 18:154-174.

#### IV. Mass Media Effects?

##### 1. Mass society and the emergence of mass media effects concerns

- DeFleur, M. L. & S. J. Ball-Rokeach (1989). *Theories of Mass Communication*. Chapter 6, Mass society and the magic bullet theory, pp. 145-166.

##### 2. From two-step to one-step flow: Back to mass society?

- Katz, E. (2006). *Personal Influence*. Introduction to the Transaction Edition. New Brunswick: NJ.

#### Week Six

- Bennett H. L. & Manheim, J. B. (2006). The one-step flow of communication. *The Annals of the American Academy of Political and Social Science*, 608: 213-232.
- Bennett, W. L., & Iyengar, S. (2008). A new era of minimal effects? The changing foundations of political communication. *Journal of Communication*.
- Holbert, R. L., Garrett, R. K. & Gleason, L. S. (2010). A new era of minimal effects? A response to Bennett and Iyengar. *Journal of Communication*, 60(1), 15-34.
- Bennett, W. L., & Iyengar, S. (2010). The shifting foundations of political communication: Responding to a defense of the media effects paradigm. *Journal of Communication*, Vol. 60, Issue 1, 35 - 39.

#### V. A Sketch of Theoretical Approaches to Media Effects

- Note: Several chapters are drawn from Bryant, J. & Oliver, M.B., eds. (2009). *Media effects: Advances in theory and research* (3<sup>rd</sup> ed.). Hillsdale, NJ: Erlbaum.

##### 1. Social Learning/Attitude Change

- A. Bandura, Social Cognitive Theory of Mass Communication, Chapter 6 in Bryant and Oliver (2009).

#### Week Seven

- R. E. Petty, P. Brinol, and J. R. Priester, Mass Media Attitude Change: Implications of the Elaboration Likelihood Model of Persuasion, Chapter 7 in Bryant and Oliver (2009).

## 2. Priming/Framing

- Roskos-Ewoldsen, D. R., Roskos-Ewoldsen, B. & Dillman-Carpenter, F., Media Priming: An Updated Synthesis, Chapter 5 in Bryant and Oliver (2009)

## 3. Third Person Effect

- Perloff, R. M., Mass Media, Social Perception, and the Third Person Effect, Chapter 12 in Bryant and Oliver (2009)
- Tsfati, Y., Ribak, R. & J. Cohen (2004). Parents' third person perceptions regarding the influence of television: Rebelde Way in Israel. *Mass Communication and Society*, 8:3-22.

## 4. Agenda Setting

- Mc Combs, M. & Reynolds, A., News influence on our pictures of the world, Chapter 1 in Bryant and Oliver (2009).
- Neuman, W. R., Guggenheim, L., Jang, S. Mo & S. Y. Bae (2014). The dynamics of public attention: Agenda-Setting theory meets big data. *Journal of Communication* ISSN 0021-9916.

## 5. Knowledge Gap

- Gaziano, E. & C. Gaziano, Social control, social change and the knowledge gap hypothesis. Chapter 5, pp. 117-136 In D. Demers & K. Viswanath, Eds., *Mass Media, Social Control, and Social Change: A Macrosocial Perspective*. Ames, IW: Iowa State University Press).

## Week Eight

## 6. Cultivation

- Morgan, M., Shanahan, J. & Signorielli, N., Growing Up with Television, Chapter 3 in Bryant & Oliver (2009).
- Shrum, L. J., Media Consumption and Perceptions of Social Reality, Chapter 4 in Bryant & Oliver (2009).

## 7. Media System Dependency and Uses and Gratifications

- Ball-Rokeach, S. J. (1998). A theory of media power and a theory of media use: Different stories, questions and ways of thinking. *Mass Communication and Society*, 1: 5-40.
- Brough, M., & Li, Z. (2013). Media systems dependency, symbolic power, and human rights online video: Learning from Burma's "Saffron Revolution" and WITNESS's hub. *International Journal of Communication*, 7. Retrieved from <http://ijoc.org/index.php/ijoc/article/view/1423>

- Chen, N-T, Ognyanova, K., Wang, C., Zhang, C., Ball-Rokeach, S. J. & M. Parks (under submission). Causing ripples in local power relations: A case study of the Meso-level influences of a hyperlocal news website.

### Week Nine

#### VI. Health Communication

- Fishbein, M. (2008). A reasoned action approach to health promotion. *Medical Decision Making*, 28(6), 834-844.
- Moyer-Guse, E. (2008). Toward a theory of entertainment persuasion: Explaining the persuasive effects of entertainment-education messages. *Communication Theory* 18: 407-425
- Murphy, S. T., Frank, L. B., Moran, M. B. & Patnoe-Woodley, P. (2011). Involved, transported, or emotional? Exploring the determinants of change in knowledge, attitudes, and behavior in entertainment-education. *Journal of Communication* 61: 407-431.
- McLaughlin, M., Nam, Y., Gould, J., Pade, C., Meeske, K.A., Ruccione, K.S., & Fulk, J. (2011). A videosharing social networking intervention for young adult cancer survivors. *Computers in Human Behavior*, 28(2), 631-641. doi:10.1016/j.chb.2011.11.009
- Litera, I., & Chen, N.-T. N. (2014). Communication infrastructure theory and entertainment-education: An integrative model for health communication. *Communication Theory*, 24(1), 83-103. doi: 10.1111/comt.12011
- Dutta, M. J., Anaele, A., & Jones, C. (2013). Voices of hunger: Addressing health disparities through the culture-centered approach. *Journal of Communication*, 63(1), 159–180.

### Week Ten

#### VII. Organizational Communication

- Monge, P. Heiss, B. & Margolin, D. B. (2008). Communication network evolution in organizational communities. *Communication Theory* 18:449-477.
- Margolin, D. B., Shen, C., Lee, S., Weber, M. S., Fulk, J. & P. Monge (2012). Normative influences on network structure in the evolution of the children's rights NGO network, 1977-2004. *Communication Research* published online 23 October 2012 DOI: 10.1177/0093650212463731

- Leonardi, P. M. (2012). *Car Crashes without Cars: Lessons about Simulation Technology and Organizational Change from Automotive Design*. Cambridge, MA: MIT Press. Ch. 2 (Between technological and organizational change), Pp. 22-53.
- Wegner, D. M. (1987). Transactive memory: A contemporary analysis of the group mind. Ch. 9 in B. Mullen & G. R. Gethals (Eds.) *Theories of Group Behavior*, Pp. 185-208.
- Ganesh, S., Zoller H. & Cheney, G. (2005). Transforming resistance, broadening our boundaries: Critical organizational communication meets globalization from below. *Communication Monographs* 72:169-191.

### Week Eleven

#### VIII. Cultural/Critical Approaches

- James Carey, “A cultural approach to communication,” *Communication and Culture* [Unwin Hyman, 1989], pp.36.
- John Durham Peters, “The subtlety of Horkheimer and Adorno: Reading ‘The culture industry,’” Elihu Katz, et. Al., eds. *Canonic Texts in Media Research* [Polity, 2003], pp. 58-73
- Pierre Bourdieu, “Introduction,” *Distinction: A social critique of the judgement of taste* [Harvard, 1984], pp. 1-7.
- Cornel West (1993). The new cultural politics of difference. Pp. 577-589 In C. Lemert, *Social Theory: Multicultural and Classic Readings*. Boulder, CA: Westview.
- Robeson Taj Frazier, (2011). Thunder in the East: China, exiled crusaders, and the unevenness of Black internationalism.” *American Quarterly*, Volume 63, No. 4, 931-956.
- Banet-Weiser, S. (2014). Am I pretty or ugly: Girls and the market for self-esteem. *Girlhood Studies* 7:83-101.

### Week Twelve

- Block, E. (2013). A culturalist approach to the concept of mediatization of politics: The age of “media hegemony.” *Communication Theory* 23:259-278.
- Zelizer, B. (2008). How communication, culture, and critique intersect in the study of journalism. *Communication, Culture & Critique* 1:86-91.

- Larry Gross, “You’re the First Person I’ve Ever Told: Letters to a Fictional Gay Teen,” in Michael Bronski, ed. *Taking Liberties: Gay Men’s Essays on Politics, Culture, and Sex* [Kasak, 1996], pp. 369-384.
- Gibson, T. (2010). The limits of media advocacy. *Communication, Culture & Critique* 3: 44-65.

### Week Thirteen

#### IX. Media Representations

- Herman Gray, “Television and the Politics of Difference,” in *Cultural Moves: African Americans and the Politics of Representation* [California, 2005], pp. 89-113.
- Larry Gross, ed., “Equity and Diversity in Media Representation,” *Critical Studies in Media Communication*, Vol.18, 2001, pp. 102-119 [L Gross, “Introduction”; Herman Gray, “Desiring the Network and network desire”; Darrell Hamamoto, “How to Rob: Strong-Arming Our way to Equity and Diversity”; Larry Gross, “The Paradoxical Politics of Media Representation”].
- Arlene Davila, “Introduction,” in *Latinos, Inc.: The Marketing and Making of a People* [California, 2001], pp.1-22.
- Dixon, R. L. (2008). Crime news and racialized beliefs: Understanding the relationship between local news viewing and perceptions of African Americans and crime. *Journal of Communication*, 58:106-125.

### Week Fourteen

#### X. New Media Potentials for Reinvigorating Democratic Discourse?

- Williams, A., Barnett, S., Harte, D. & J. Townend (2014). The state of hyperlocal community news in the UK: Findings from a survey of practitioners. A report to the Arts and Humanities Research Council, Pp. 1-14.
- Thorson, K. (2013). Facing an uncertain reception: young citizens and political interaction on Facebook. *Information, Communication & Society*, DOI: 10.1080/1369118X.2013.862563
- Lee, J. K., Choi, J., Kim, C. & Y. Kim (2014). Social media, network heterogeneity, and opinion polarization. *Journal of Communication* ISSN 0021-9916.



## XI. Communication Research and Theory in Context of 21<sup>st</sup> Century Diversity

- Gonzalez, C., Liu, W., Zhang, C., Wang, C. & S. J. Ball-Rokeach (Draft)The Challenges of Diversity for Communication Theory: The Case of Civic Engagement