



CIS Doctoral Seminars

Spring 2019

Communication and Culture - Dr. Mary Meares
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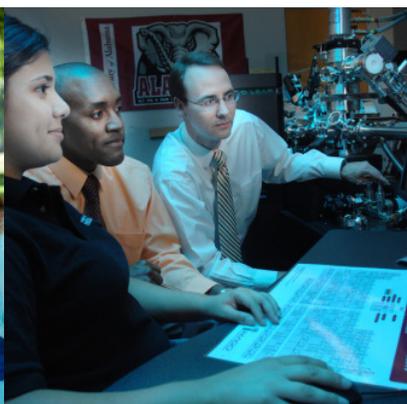
Culture influences our perception, our communication with others, and the ways we conduct research. In this sense, it relates to all that we study in the College – from advertising/PR, media, and library contexts to interpersonal communication. Intercultural communication theories help us to understand how culture influences communication, specifically communication between those from different cultures, in all its aspects. This seminar will provide an overview of foundational research perspectives in culture and communication from functionalist (post-positivist), interpretive, and critical perspectives. The content is relevant to all disciplines within and beyond communication. Final conference-style papers will be designed around students' areas of interest.

Content Analysis Methods - Dr. Michael Bruce
mdbruce@ua.edu

An introduction to the principles, and method of quantitative content analysis research. Through readings, discussions, and practice, students will examine the role of content analysis in the field of communication. The course will provide students with the knowledge and skills needed to conduct quantitative content analysis.

Current Trends in Interpersonal Communication Theory and Research - Dr. Josh Pederson
jrpederson@ua.edu

This course is intended to provide an exploration of the current uses of theory central to the study of interpersonal communication. We will explore the evolution and trending applications of interpersonal communication theories across various contexts and communication phenomena. Understanding these theoretical applications will illuminate connections to current trends in basic and applied research within the domain of interpersonal communication. The course will help students learn about contemporary developments and uses of interpersonal communication theories and provide opportunities to explore connections to their specific research interests. Students will be encouraged to apply what they learn to establish and build upon their individual programs of research and make connections to others doing similar work.



Digital Matrix: Transformation in the Individual, Industry & Society - Dr. Hyoungkoo Khang
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"The known is finite, the unknown infinite; intellectually we stand on an islet in the midst of an illimitable ocean of inexplicability. Our business in every generation is to reclaim a little more land." –T.H. Huxley, 1887

Let's challenge "the unknown infinite." This seminar will explore digital transformation and will do so at the levels of the individual, industry and society. The principal aim of this seminar is to broaden our perspectives concerning digital transformation and identify relevant research agendas. Students will be responsible for developing a research proposal that can lead to an original research study for academic presentation and publication.

List of Books to be discussed (tentative, which means more books might be added or some excluded)

1. Cosmos (2013) by Carl Sagan
2. Homo Deus: A Brief History of Tomorrow (2017) by Yuval Harari
3. Reengineering Retail: The Future of Selling in a Post-Digital World (Apr 11, 2017) by Doug Stephens and Joseph Pine
4. The Future of Work: Robots, AI, and Automation (May 15, 2018) by Darrell M. West
5. The Digital Matrix: New Rules for Business Transformation Through Technology (Feb 7, 2017) by Venkat Venkatraman

Note: We are not dealing with whole content of the listed books but address and discuss some chapters of those that are significantly associated with topics for the seminar.

Interpersonal Approaches to Health Communication - Dr. Heather Carmack
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Health communication is an inherently interpersonal process, be it from how we share information we receive with others to how we seek support from others during times of need. This graduate seminar explores the major interpersonal issues related to health communication, focusing on both classical and contemporary perspectives.

Media and Health - Dr. Kimberly Bissell
kbissell@ua.edu

This course will cover a broad range of topics from the effects of media specific to health outcomes as well as mediated messages related to health. We'll study mediated communication and how it affects health-related attitudes, behavior, and health status. This course includes the theory-based study of health messages, campaigns, and risk communication as well as the Internet and emerging communication technologies. We'll study how audiences process media messages specific to health and the effects of that communication on audiences, often influenced by theoretical frameworks in cognitive, social and developmental psychology. We'll examine the social effects of media specific to health outcomes such as body image distortion and weight bias, and examine how specific health risks are communicated to audiences.



Media Sociology - Dr. Wilson Lowrey
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In this seminar we will explore sociological theory and research on the factors, forces and contexts that shape the production of media, information and culture. We'll seek better understanding for why media and information practitioners work in the ways they do, why we get what we get in the media, and the important implications for our society. Students in past classes have explored a wide range of topics, including: reasons for partisanship and bias in news media; why marginalized groups are underrepresented in the media; why so many TV shows are alike; how genres develop; influences on the selection of library materials; the processes by which media forms and genres emerge and disappear; how and why digital technologies shape the media; the influence of "taken for granted" work routines on media production and library practice; community influences on media and information; how globalization shapes film production, advertising and news; and many other topics. Students will produce research projects on topics of their choice, with an eye on presentation and publication.

Race, Gender and Media - Dr. Cory Armstrong
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Pervasive disparities exist and disenfranchise individuals, based on race, gender, and class, along with other demographic and social categorizations. In this course, we'll examine the role of media in creating, reinforcing and exacerbating these inequalities. We'll discuss the structural, institutional and individual factors that influence media content and how those converge to favor certain social and political groups. We will also discuss ways to improve media coverage and content to challenge and celebrate diversity. Media theories involving stereotyping, attitude formation and advocacy will guide our research, which will focus primarily on racial and gender differences. Final products will involve either a group or individual research project, with exposure to both qualitative and quantitative methodological approaches throughout the course.



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**Communication &
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