Spring 2021
Doctoral Courses

October 26 - Registration Opens
January 13 - Classes Begin
Spring 2021 Courses:

CIS 603: Quantitative Research Methods  
Instructor: Dr. Matthew Barnidge

CIS 608: Qualitative Research Methods  
Instructor: Dr. Peter Jensen

CIS 610: Foundations of Doctoral Study  
Instructor: Dr. Laura Lemon

CIS 650: Media Sociology  
Instructor: Dr. Wilson Lowrey
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 understanding for why media and information practitioners and organizations work in the ways they do, why we get what we get in the media, and the implications for society. Students will produce research studies on topics of their choice, with an eye on presentation and publication. Examples of past research topics include: reasons for political partisanship in news media; influences on journalists’ use of social media; why so many TV shows are alike; the processes by which new media forms, genres and practices emerge; the influence of audience measurement on media organizations’ decisions; commercial influences on health information; how gatekeeping processes shape decisions about library content; community influences on media and information; the influences of “taken for granted” media work routines; how globalization shapes advertising; and many other topics.

CIS 650: Mixed Methods Research  
Instructor: Dr. Leah LeFebvre
Mixed methods research has significantly increased and expanded in social, behavioral, health and human science fields. It has been called the ‘third methodological movement’ (Tashakkori & Teddlie, 2003), the ‘third research paradigm’ (Johnson & Onwuegbuzie, 2004), and “new star in the social science sky” (Mayring, 2007). This research approach integrates quantitative and qualitative data for additional insight throughout the research process (Creswell, 2018). This seminar provides an overview of mixed methods research. We will examine how to genuinely integrate methodologies to produce a sum greater than its parts (1 +1 = 3) through purposeful interdependence. We will review foundational mixed method philosophies, methodologists, empirical articles, and consider developing advancements from a wide breadth of disciplines. You will learn the steps to design and conduct mixed methods research. This course builds on previous knowledge of qualitative and quantitative research and therefore, it is suggested that you have some familiarity with one or both paradigms. We will conduct a collaborative synthesis of communication research in international and national journals (as a class) for conference and publication as well as develop rigorous, systematic proposals ready for collection (as individual researchers).

CIS 651: Interpersonal Approaches to Health  
Instructor: Dr. Heather Carmack
Health communication is an inherently interpersonal process, be it from how we share information 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. The class focuses on key health communication issues, including patient understanding and perspectives of health experiences, patient-provider interactions, social support, and death and end-of-life communication, as well as unique communication events, such as breaking bad news, doorknob disclosures, and medical advice. Woven throughout the units are major health communication theories used in the study of interpersonal health communication, including uncertainty management, communication privacy management, troubles talk. Students will complete a research-based project for this class (qualitative, quantitative, or rhetorical methods welcome).
Spring 2021 Courses:

CIS 652: Public Memory and Forgetting  
Instructor: Dr. Jessy Ohl  
Memory studies is a vibrant area of interdisciplinary research invested in studying the historical, cultural, and political ramifications of the past within the context of the present. This course emphasizes critical/cultural/rhetorical analysis of memory controversies and phenomena in order to contextualize contemporary ruptures in public memory and to prepare students for the invention of insightful and engaging memory scholarship. Course objectives include: 1.) Comprehension of foundational and cutting-edge memory research, 2.) Familiarization with memory scholarship/projects conducted by current UA faculty, 3.) Appreciation for the delicate relationship between memory/forgetting and preservation/destruction, 4.) Developing research strategies for timely intervention of relevance to multiple audiences.

CIS 653: Descriptive Bibliography  
Instructor: Dr. Robert Riter  
Descriptive bibliography is a practice concerned with the physical examination of bibliographic objects as physical objects. This form of analysis is better described as archeology of book. We will excavate infrastructural histories through the identification and analysis of bibliographic traces in early printed and contemporary handmade books. We will also investigate the use of emerging digital methods to analyze textual artifacts, the materiality of information, and experiment with methodologies that support material criticism.

CIS 680: Seminar in Media Processes/Effects  
Instructor: Dr. Sean Sadri  
This course examines a discipline central to mass communication—media processes and effects—and provides students with an array of theoretical perspectives and methodological tools to examine a rapidly changing media environment. Students will gain a better understanding of the mass media ecosystem and the ways in which mediated communication change our cognition, thought processes, and emotions. By reviewing recent research in the media effects field, this course will examine media processes in a multitude of diverse settings including politics, sports, health, entertainment, and culture. Additionally, students will examine media effects from a societal perspective, tracing historical contexts, criticisms and controversies, as well as looking at the impact of the new media environment on current and future research. Ultimately, this course is designed to help students connect existing theories in the media effects field with evolving media processes, which can, in turn, be applied to their own research areas.

CIS 681: Advanced Quantitative Methods  
Instructor: Dr. Kimberly Bissell  
This is a doctoral course in intermediate and advanced research methods within the domains of mass communication and communication. The key to effective communication is research. This course will teach you how to understand, evaluate, and conduct research in three methodological areas. This course will place emphasis on concepts, framework, theory, hypothesis development and hypothesis testing for two of the three main methods covered in this course. This course will provide you with an understanding of the relationship between theory, data collection, analysis, and the communication of these results. This course will also teach you how to design and execute various methods used in mass communication and communication research. Much of the semester will focus on the fundamentals of survey research, research using experimental design (between and within-subjects), and content analysis. We will also review different statistical approaches for data analysis.

CIS 682: Applied Theories in Nontraditional Media Campaigns  
Instructor: Dr. Steven Holiday  
Society is filled with promotional messaging presented in novel ways through both traditional and nontraditional media (e.g., influencer marketing, brand journalism, native advertising, ...
Spring 2021 Courses:

interactive and playable mobile media, guerilla marketing, product placement, out-of-home and transit media, pop-up shops and exhibits, addressable media). This course will help students identify and become proficient in the theories that enable them to adeptly research nontraditional messaging and media in their individual areas of interest and streams of research. Students will be expected to demonstrate proficiency by competently leading the presentation and discussion of identified topics, engaging in discussion and debate of the application and efficacy of theories, and producing a research paper that is ready for publication consideration in a peer-reviewed journal. This course will respect and encourage the application of the student’s unique epistemological and methodological perspective and area of concentration in identifying and answering research questions of interest.

CIS 684: Political Advertising and Society
Instructor: Dr. Hyoungkoo Khang
This seminar will explore political advertising in the election contexts and its significance at the levels of the individual, society and democracy. The principal aim of this seminar is to broaden our perspectives concerning political advertising and identify relevant research agendas, including candidate images, emotional appeals, negativity in political advertising, history of political advertising, video styles, international perspectives of political advertising, etc. Students will be responsible for developing a research proposal that can lead to an original research study for academic presentation and publication.
Spring 2021 Courses:

Master’s-level courses appropriate for doctoral students with advisor approval

**A+PR**

APR 524 - Reputation Communication Strategy  
Instructor: Dr. Ethan Stokes

APR 525: Brand Communication Strategy  
Instructor: Dr. Kenon Brown

APR 551: Foundations of Integrated Communication  
Instructor: Dr. Damion Waymer

APR 593: Global Communication Management  
Instructor: Dr. Steven Holiday

**COM**

COM 501: Introduction to Teaching Public Speaking  
Instructors: Dr. Sim Butler, Dr. Alexa Chilcutt

COM 505: Introduction to Teaching Communication Studies  
Instructors: Dr. Jennifer Becker, Dr. Caroline Parsons

COM 513: Communication and Diversity  
Instructor: Dr. Robin Boylorn

COM 524: Forensics Pedagogy  
Instructor: Dr. Sim Butler

COM 525: Gender and Political Communication  
Instructor: Dr. Meredith Bagley

COM 545: Classical Rhetorical Theory  
Instructor: Dr. Robert Gaines

COM 555: Conflict and Negotiation  
Instructor: Dr. Jane Baker

COM 560: Group Leadership  
Instructor: Dr. Nikita Harris

COM 563: Relational Communication  
Instructors: Dr. Leah LeFebvre, Dr. Joshua Pederson

COM 571: Sem Organization Communication  
Instructor: Dr. Jane Baker

COM 572: Org Assessment/Intervention  
Instructor: Dr. Alexa Chilcutt

COM 575: Technology, Culture, & Human Communication  
Instructor: Dr. Mary Meares

COM 595: Black Women’s Stories  
Instructor: Dr. Robin Boylorn

COM 595: Culture, Diversity, Mindfulness  
Instructor: Dr. Margaret D’Silva

*COM 595: Beyond Sapphire and Jezebel*  
Instructor: Dr. Robin Boylorn  
*This is a Winterim course (taught from December - January)*

**JCM**

JCM 520 : Media Effects  
Instructor: Dr. Jiyoung Lee

JCM 563: History of Journalism & Media  
Instructor: Dr. Dianne Bragg

**LIS**

LIS 583: Social Aspects of Information  
Instructor: Dr. Miriam Sweeney