

THE UNIVERSITY OF  
**ALABAMA**<sup>®</sup>

*College of*  
Communication & Information Sciences  
Office for Graduate Studies

# Fall 2022 Doctoral Courses

March 28 - Registration Opens  
August 17 - Classes Begin

# Fall 2022 Courses:

## **CIS 603: Quantitative Research Methods**

**Instructor: Dr. Seoyeon Kim**

## **CIS 604: Mass Communication Theory**

**Instructor: Dr. Nancy Brinson**

## **CIS 605: Cultural and Critical Theory**

**Instructor: Dr. Alyxandra Vesey**

## **CIS 608: Qualitative Research Methods**

**Instructor: Dr. Peter Jensen**

## **CIS 609: Humanistic Research Methods**

**Instructor: Dr. Kristen Warner**

## **CIS 610: Foundations of Doctoral Study**

**Instructor: Dr. Cynthia Peacock**

## **CIS 650: Digital Political Communication**

**Instructor: Dr. Josh Bramlett**

Political communication occurs online for voters, campaigns, elected officials, and bureaucrats. This course will explore qualitative, quantitative, and rhetorical/critical literature on how voters, campaigns, elected officials, and political organizations navigate digital political communication environments. Students will learn about voter/citizen effects, digital political news, political campaign strategies, and other topics related to digital political communication. Particular focus will be given to strategic political communication from political campaigns, governmental agencies, members of Congress, and U.S. presidents and other political leaders. Special attention will be given to digital communication in the 2022 U.S. midterm elections. Research ideation and design will be a focus. Solo or collaborative research design related to the midterm elections will be encouraged. Students can pursue qualitative, quantitative, rhetorical, or critical lines of inquiry.

## **CIS 650: Community-Engaged Scholarship**

**Instructor: Dr. Bharat Mehra**

In the 21st century American universities and colleges are expected to integrate community engagement research in their scholarly pursuits to develop accountability and justify support of their various community stakeholders. The emerging practice of community engagement research represents a positive and progressive approach to build equitable partnerships between centers of higher learning and agencies external to the academic institutions. Graduate programs of communication and information and others across private and public sectors are seeking new opportunities in developing effective “how-to” strategies and mechanisms in community engagement research while strengthening ties with their diverse constituencies. This seminar introduces students to current theoretical and applied community-based frameworks and approaches from the social sciences and allied disciplines to transform the “ivory tower” image of the academy. In the process, students develop a new theory-practice-impact discourse in their research that is deliberate, systematic, impact-driven, and action-oriented. Students gain experiential learning in the “doing” of community engagement research while developing individually tailored projects that incorporate elements of organizational portfolio design, strategic planning, community assessment, consumer behavior, market segmentation, and civic responsibility. They develop community engagement research that is inclusive and participatory in designed initiatives that also further social justice and social equity in multidisciplinary scholarship.

## **CIS 650: Web 3.0/ Artificial Intelligence in Strategic Communication**

**Instructor: Dr. Eyun-Jung Ki**

We are entering the era of artificial intelligence and Web 3.0 (metaverse), which are the next big things. This course discusses fundamental ideas about how these technologies will impact individuals, communities, societies, countries, and the globe. In this course, you will learn about the roles and values of strategic communication in this new era.

# Fall 2022 Courses:

## **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, multiple goals theory, and troubles talk. Students will complete a research-based project for this class (qualitative, quantitative, or rhetorical methods welcome).

## **CIS 665: Communication Message Analysis**

**Instructor: Dr. Cory Armstrong**

Remember McLuhan's phrase "the medium is the message?" This seminar will examine how media messages are developed, manipulated and distributed through government, commercial and alternative systems. Focusing on macro-level theories, such as Critical Race Theory, Structural Pluralism, and the Spiral of Silence, we'll look at how media messages are produced and distributed, along with how social groups and marginalized communities may differ in their expectations, trust and needs of media outlets. What these theories have in common is the notion of power—who has it, who doesn't and what are the media outcomes of those power differentials. The final project of the class will include a qualitative or quantitative content analyses that can be completed during the term of the class.

## **CIS 662: Mediated Interpersonal Communication**

**Instructor: Dr. Leah LeFebvre**

This seminar is designed to provide an overview of foundational and contemporary mediated interpersonal communication and relationship research. Students will read, discuss, synthesize, visualize, and advocate positions regarding relevant studies in communication and other disciplines to develop a cutting-edge understanding of technological applications. We will review modern conceptions of interpersonal, mass, and masspersonal communication. Students will develop a repertoire of practical research, theories, and scholars related to mediated interpersonal communication. We will cover historical, contemporary, and futuristic approaches to mediated interpersonal communication (including computer-mediated and mobile media communication). We will examine conceptual and theoretical approaches including (but not limited to) -- media richness, channel expansion, warranting theory, hyperpersonal interactions, social networking, affordances, modality switching, media multiplexity, self-presentation, relationship development, maintenance, dissolution models, and virtual relationship memory. Additionally, we will explore new lexicons associated with emerging technological and communication phenomena – catfishing, ghosting, phubbing, sexting, etc. We will also discuss related topics with a focus on understanding mediated communication publication outlets, developing a conference presentation, and preparing a manuscript for the publication process. Students will complete the semester with two tangibles: (1) original theory-based research project manuscript and (2) conference ready presentation.

# Fall 2022 Courses:

## **CIS 681: Computational Research Methods**

**Instructor: Dr. Brian Britt**

This course introduces basic computational approaches for social scientific research, emphasizing the use of R and Python to collect, organize, and analyze data. Students will learn how to create and manipulate variables, use conditional statements and functions, obtain descriptive statistics, develop a variety of visualizations, and perform both quantitative and qualitative analyses.

## **CIS 683: Advanced Topics Emerging Media Technology Effects**

**Instructor: Dr. Jiyoung Lee**

Given the development of media technologies, understanding how emerging media is changing the ways that individuals process the content (ranging from news, campaigns, general social media messages, etc.) is important than ever before. This seminar covers theoretical frameworks concerning media and communication processes and effects, focusing on emerging media technologies (e.g., artificial intelligence, augmented reality). Students will also be able to link traditional media theories to the emerging media environment. Therefore, this course is designed to help students connect theories with current media environments, so that students can develop the existing theories from their own perspectives. This course reviews seminal studies in the emerging media field and integrates a discussion of theorizing mediated communication with critical reflections on methodologies and theoretical reasonings. By the end of this course, students will be able to build up independent thinking to conduct their own research, which can move current communication/media field forward.

## **LS 622: Collaboration Through School Libraries**

**Instructor: Dr. Steven Yates**

## **LS: 655: Book Artifact Materiality Text**

**Instructor: Dr. Jeff Weddle**

# Fall 2022 Courses:

## Disciplinary graduate courses in the College of C&IS

The PhD program in Communication and Information Sciences is a multidisciplinary program with opportunities for interdisciplinary study. The four academic units that comprise the college—Advertising & Public Relations, Communication Studies, Journalism and Creative Media, and Library and Information Studies--offer disciplinary-focused graduate courses that may be appropriate for doctoral students with advisor approval. Students are encouraged to consult with their advisors to determine which if any of the many graduate courses on the fall 2022 schedule across the college are appropriate for the student's program of study.