

GRADUATE COURSES – FALL 2020

NOTE: Courses listed as “**Advanced**” courses are intended for doctoral students. Master’s students need permission from their advisor and the instructor to register in any courses designated Advanced-level.

Academic Writing—R. Rodgers

MMC 6936 — section 1920, Class# 26574, 3 credits.
ONLINE, 100% Synchronous, Wednesday, Periods 3 – 5.

Academic Writing is a graduate course focused on producing high-quality academic writing for theses or dissertations or for presentation and/or publication in peer-reviewed scholarly journals.

Advanced Law of Mass Communication—C. Calvert

MMC 5206 — section 07F8, Class #18264, 3 credits.
ONLINE, 100% Synchronous, Tuesdays, Periods 7- 8 & Thursdays, Period 7.

This course introduces you to First Amendment jurisprudence, as well as to common law and statutory law as they affect journalists, the media and, more broadly, all citizens of the United States. The course covers the historical underpinnings of the First Amendment freedoms of speech and press, theories and rationales for protecting speech, and the laws of prior restraint, libel, privacy, trespass, hidden cameras, newsroom searches and other situations that journalists confront. Furthermore, the course addresses a wide-range of topics that affect everyone, including broadcast indecency, obscenity, child pornography, fighting words, incitement, threats of violence, advertising (commercial speech and FTC regulation), high school student speech rights, copyright and trademark.

Advanced Qualitative Methods—C. Fisher (Advanced)

MMC 6936 — section 18E2, Class# 17911, 3 credits.
ONLINE, 100% Synchronous, Thursdays, Periods 3 – 5.

In this course we will examine the value of qualitative research design in understanding social and behavioral phenomena, with a primary focus on narrative approaches to health research across the entire research process—from theory/guiding frameworks to method (data collection) to analyzing data to presenting/writing translatable results. Although we will touch on all aspects of narrative research design, we will spend the most time on how to analyze narrative data thematically using the constant comparative method. This will include an introduction to open coding, axial coding, creating codebooks, using computer programs to manage data analysis, and triangulating different types of narrative data. In addition, across this course you will be exposed to a variety of narrative frameworks (e.g., narrative medicine; narrative engagement framework) that are useful guides to inform health behavior research. We will also explore multiple narrative methods (e.g., turning point / retrospective interviewing; critical incident technique; photovoice; diaries) and more complex research designs in qualitative inquiry like mixed-methods (combining quantitative and qualitative approaches), multiple-method designs (comparing data from multiple qualitative approaches), and crystallization (blending art with social scientific qualitative methods). To ensure you are conducting rigorous scholarship, it is also critical you become well versed in research practices of reflexivity, ethics, and trustworthiness. Finally, to ensure your research is usable in the real world (i.e., can be used to improve the health of society in some way), we will explore how to bridge research with evidence-based practice or how to “translate” findings to real-world application (e.g., improving health practice; creating interventions or education; refining organizational procedures; creating art or performances for society).

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Agenda Setting and the 2020 Election—W. Wanta (Advanced)

MMC 6936 — section 1103, Class# 26665, 3 credits.

ONLINE & Face-to Face, 80% Synchronous / 20% Face-to-Face, Wednesdays, Periods 7 - 9 in Weimer 1098.

The concept of agenda-setting has been undergoing significant changes in recent years because of many factors, including the public's extensive use of social media, a President who has successfully used Twitter to distract from the media news agenda and the emergence of the "Post-Truth Era." Some researchers, including the instructor of this course, have questioned whether agenda setting still functions in its original conceptualization.

The November 2020 Presidential election offers an excellent opportunity to examine the current state of agenda setting. Students will trace the evolution from a simple model of issue salience transfer from media to public, to factors influencing the magnitude of the effect, to new levels examining agendas of attributes and networks of attributes. Students will plan and execute studies examining current trends and important questions dealing with the reconceptualization of agenda setting.

Agenda setting has been arguably the most important theory in mass communication with several hundred studies since its initial examination during the 1968 U.S. Presidential election. While the concept has been studied for 54 years, many new opportunities exist for research today.

Applied Theory—C. Morton-Padovano (Required Pro Master's)

MMC 6936 — section 3A18, Class# 18027, 3 credits.

ONLINE, 70% Synchronous / 30% Asynchronous, Wednesday, Periods 6 – 7 and Fridays, Period 6.

Applied Theories in Mass Communication aims to bridge theory with practice in mass communication industries. The course objective is to help students understand mass communication theories, as well as media law and ethics, and use them to address contemporary issues. The course focuses on theories that can be utilized as the foundation for effective communication strategies using traditional and new media. In a final project, students will apply mass communication theories in their development of strategies to solve problems or capitalize on opportunities.

The purpose of this course is to provide students with a greater understanding of how communication theories can be employed to investigate, analyze, and well-founded recommendations for solving real-world problems, particularly those pertinent to mass communications contexts, practices, processes, and industries.

Brand Management—S. Chan-Olmstead (Advanced)

VIC6316 — section 1327, class# 20341, 3 credits.

ONLINE, 100% Asynchronous.

Developing an understanding of the importance of brand equity, how to build, measure, and manage brand equity. It will cover topics in the utilities of branding, steps/process of building brands, methods of measuring brand equity, strategies in managing brand portfolios, and management of brands over time, geographic boundaries, market segments.

GRADUATE COURSES – FALL 2020

Capstone Project—E. Calienes (Required Pro Master's)

MMC 6973 — section 6869, class# 26889, 2 credits.

ONLINE, 100% Synchronous, Wednesdays, Periods 4 – 5.

This course provides a structure to kickoff Pro Master's Capstone project. It includes lectures and guest speakers. Students will work towards completion of a proposal for their Capstone projects.

Communication Colloquium—Kelleher (Required for 1st term Ph.D.)

MMC 6929 — section 2988, Class# 17881, 2 credits.

ONLINE, 100% Synchronous, Tuesdays, Periods 3 – 4.

Welcome to the Ph.D. program! This two-credit course is required for all new doctoral students in the College of Journalism and Communications and will introduce you to the college, the doctoral program, available resources and research approaches. We'll cover multiple and diverse perspectives to inform your appreciation for differing viewpoints in your research, teaching and overall career.

Communication in Healthcare—C. Bylund

MMC 6936 — section 15E9, Class# 26724, 3 credits.

ONLINE, 67% Synchronous / 33% Asynchronous, Tuesdays, Periods 5 – 7.

In this course, we will examine the role communication plays in healthcare, across the continuum from prevention to end of life. We will explore descriptive studies (e.g., What is the nature of communication in healthcare? What factors impact communication in healthcare? How does communication in healthcare impact outcomes?) as well as intervention studies (e.g., How can communication in healthcare be improved?) We will consider the roles of physicians, nurses, allied health providers, patients, and families. We will look not only at provider-patient communication, but also at interprofessional communication. We will also examine research from various epistemological perspectives.

GRADUATE COURSES – FALL 2020

Digital Game Studies—Y. Lee

MMC 6936 — section 06A2, Class# 17906, 3 credits.

ONLINE, 100% Synchronous, Mondays, Periods 6 – 8.

Games and play are fundamental to humans and many animal species. Through play, we learn to think, to solve problems, and to socialize. Digital games harness the affordances of human play and the computational capabilities of modern technology, to create designed experiences that motivate and engage players. Today, digital gaming is one of the fastest growing communication industries, surpassing the movie and music industry in terms of annual sales. Over 59% of American households play digital games.

However, as a relatively new technology, it has only recently become a field of serious study. This class will focus on the theories about the experience of playing digital games and its effects. We will also discuss games for behavior change, also known as serious games or persuasive games. The focus is in understanding questions such as: Why do people play digital games? What makes games so engaging? What do people experience when playing games? and how do games affect people and society?

Digital Persuasive Communication—K. Windels (Required Pro Master's)

MMC 6466 — section 07B4, Class# 20949, 3 credits.

ONLINE, 20% Synchronous / 80% Asynchronous, Tuesdays, Periods 7 – 9.

As an increasing amount of our time is spent with digital technologies, an increasing amount of persuasion is performed through digitally-mediated communication. This course is designed to provide you with a foundation of practically-oriented knowledge on persuasive communication that can be used in digital and traditional contexts.

Documentary & Social Change—C. Roberts

MMC 6936 — section 8646, Class# 18113, 3 credits.

ONLINE & Face-to-Face, 50% Synchronous / 50% Face-to-Face, Mondays, Period 5 & Wednesdays, Periods 5 - 6 in Weimer 3020.

This course looks at documentary film as both an index and agent of social change—an index in the sense that documentary chronicles many important moments and movements of social change in the twentieth and twenty-first centuries, and agent in the sense that documentary is often used to bring about social change. For the purposes of this course, the term social change is used in the broadest sense—to encompass social, economic, political, and cultural change.

GRADUATE COURSES – FALL 2020

Environmental Journalism—C. Barnett

MMC 6936 — section EJ20, Class# 26631, 3 credits.

ONLINE & Face-to-Face, 50% Synchronous / 50% Face-to-Face, Tuesdays, Periods 2 - 4 in Weimer 3024.

Tell stories of the planet and its life. Report on science with credibility and flair. Investigate shenanigans. Instill wonder. Help people understand the profound role of the environment and their impact. Give your audiences the knowledge they need to make the best decisions on behalf of land, water, climate, wildlife and future generations. Students in the fall #EJUF class will have a special opportunity to test Florida waters for PFAS, a family of synthetic chemicals of emerging concern for human and environmental health. If you have room in your schedule, please sign up for a one-credit water quality analysis course with Professor John Bowden of UF's Center for Environmental and Human Toxicology (Undergrad course for grad credit - VME 4906, Section 26770, the grad course number for registration is VME 6934, Section 26908.

Foundations of Intercultural Communication—M. Leslie (Required for IC students)

MMC 5708 — section 1226, Class # 17848, 3 credits.

ONLINE, 100% Synchronous, Mondays, Periods 9-11.

The study of intercultural communication is often approached from a social- psychological perspective. Although that perspective has yielded many important ideas about intercultural communication, the historical, interpretive and critical perspectives also contribute to our understanding of our subject, particularly in acknowledging the influence of context and power in intercultural interactions. Through your participation in this course, you will come to appreciate the complexity in intercultural interactions and increase your intercultural communication competence.

Grant Writing—Y. Strelakova (Advanced)

MMC 6936 — section 4G24, Class# 18058, 3 credits.

ONLINE, 70% Synchronous / 30% Asynchronous, Thursdays, Periods 6 – 8.

Grant Writing (MMC6936) provides **PhD students** with an opportunity to develop grant writing and project development skills, which are highly applicable in academic and non-academic environments. Students will learn how to work collaboratively to conceptualize a grant proposal and develop standard proposal components, including project goal, background, logic model, approach, and budget. Students will also work individually to conduct preliminary research and collect data for a needs assessment.

History of Journalism—B. Tripp (Advanced)

JOU 5007— section 2880, Class # 14943, 3 credits.

ONLINE, 90% Synchronous / 10% Asynchronous, Tuesdays, Periods 5 – 6 and Thursdays, Period 6.

Objectives: to survey the development of journalism and communications; to introduce the academic and journalistic value of historical method and the use of primary documents; and to engender thought and discussion about the issues facing (and shaping) journalism throughout history. The course challenges students to think creatively and analytically about key individuals, as well as about great ideas and values such as media accuracy, free expression, ethics, history and diversity. *Note: Master's students are given the option of doing a paper or research project.*

GRADUATE COURSES – FALL 2020

HMC-Human Machine Comm—K. Xu (Advanced)

MMC 6936 — section 6HMC, Class# 24379, 3 credits.

ONLINE & Face-To-Face, 50% Synchronous / 50% Face-To-Face, Tuesdays, Periods 10 – E1 in Weimer 1078.

Human-machine communication (HMC) involves communication with digital interlocutors including embodied machine communications, virtual/artificially intelligent agents, and technologically augmented persons, either in real or augmented environments. It's an area of study that investigates the creation of meanings among humans and machines. Throughout the semester, we will first look at how "machines" have been conceptualized, along with their relationship to new media technologies. We will then move to topics related affordances, user interface and user experience design, and social construction of technology. We will also situate our discussion in the historical context and examine the academic debates on artificial intelligence, human-computer interaction, and human-robot interaction. Then we will cover a few perspectives on computing, which includes but are not limited to social computing, affective computing, and persuasive computing. This course will be seminar-based and the major assignments include a group project on a topic related to HMC and an individual paper that can be sent to a conference.

Internal Communication—R. Men

PUR 6934 — section 07B3, Class# 20951, 3 credits.

ONLINE, 100% Synchronous, Thursdays, Periods 6 – 8.

This course focuses on the influential roles that communication managers play to address the issues, challenges, and opportunities facing internal stakeholders. It integrates theories, research insights, practices, as well as current issues and cases into a comprehensive guide for best practices in internal communication. Various topics such as employee engagement, leadership communication, change communication, internal social media, internal public segmentation, organizational culture, and measurement and evaluation and internal communication campaigns will be discussed. The format and content of the course will include instructor/guest lectures, readings, case studies, discussions, and role play / simulation teamwork. Essentially, students will be equipped with effective strategies, tactics, and tools to be able to act as an internal communication strategist.

Mass Comm and Society—J. McNealy

MMC 6660 — section 0956, Class# 17999, 3 credits.

ONLINE, 30% Synchronous / 70% Asynchronous, Mondays, Periods 6-8.

We live in a world of rapid technological innovation, creating significant changes in how we communicate and interact with forms of media. In fact, the technologies related to communication both create and amplify culture surrounding how we see, hear, read and use information, and have clear implications for politics, economics, policy, etc. This course studies the impacts of communication technology on individuals and society, and the impact that society has these technologies. It examines current issues related to the diffusion of new technologies in society as well as the obstacles to widespread use. Students in this course will analyze the various theories related to the use of emerging communications forms, and consider the factors related to successful deployment of communication technology. Students will be required to look beyond "good/bad" classification of new communication technology and conduct in-depth interrogations the issues that surround them.

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Mass Comm Perspectives—Lewis (Advanced, Required for 1st term Ph.D.)

MMC 6402 — section 4842, Class# 17936, 4 credits.

ONLINE, 100% Synchronous, Wednesdays and Fridays, Periods 3 – 4.

This four-credit, advanced-level course is for doctoral students in the UF College of Journalism and Communications. It is designed to be taken in a doctoral student's first semester to provide a foundation for subsequent coursework and offer an overview of intellectual perspectives in our field. Three papers are required: two summary papers evaluating key elements of the philosophy of science and mass communication theory, and a conference-quality conceptual paper explicating an original model or typology.

Mass Comm Statistics—Waddel

MMC 6455 — section 1774, Class# 17967, 3 credits.

ONLINE, 100% Asynchronous, Thursdays, Periods 3 - 5.

Mass communication statistics provides an introduction to the fundamentals of descriptive and inferential statistics in communication science. Topics covered include central tendency/dispersion, index reliability, factor analysis, chi-square, t-test, ANOVA, regression, and path analysis, among others. Ethical issues germane to the replicability and reproducibility of data are also discussed.

Mass Comm Theory—K. Walsh-Childers

MMC 6400 — section 2980, Class# 17933, 3 credits.

ONLINE, 100% Synchronous, Tuesdays, Periods 2 – 4.

I know what you're thinking (some of you, at least): "Mass Comm Theory? Ugh. The only thing that interests me less is Brussels sprouts. After all, I want to be a professional, not a researcher, so why would I need theory?" This course is intended to help you understand the usefulness and practicality of mass communication theory, whether your goal is to be a successful researcher at a Research I university or to be a top-notch practitioner in any mass communication field. Doing great work means understanding not only how to produce mass media content but also WHY it matters what approaches you take to your work. That's the role of theory. This course is designed to give you an overview of some important theories related to mass communication in the United States and world. The primary purpose is to help you to think about why media operate the way they do and what impacts exposure to media has on audience members and society as a whole. We will also discuss how these theories advance the scholarly study of communication. We will use a combination of lectures, student-generated presentations, and class discussion to explore these topics.

GRADUATE COURSES – FALL 2020

Media Management and Theory—A. Coffey (Advanced) (Currently listed in one.uf as TC Management)

RTV 6801, section C340, Class# 26547, 3 credits.

100% Face-to-Face — Tuesdays, Periods 6 - 8 in Weimer (TBD)

Management theory and principles as applied to the evolving media industry.

Objectives:

- 1) To understand foundational theory of media management;
- 2) To be able to apply this theory effectively to solve industry and workplace problems;
- 3) To understand trends and issues affecting management of the media industry;
- 4) To understand, interpret, and practice both qualitative and quantitative research methods common to management for use in scholarship and industry;
- 5) To be able to interpret secondary data (e.g. audience metrics and research, industry reports) and to apply this information effectively and strategically;
- 6) To be able to think creatively and strategically in order to successfully manage and lead in a continuously evolving media environment.

Persuasion Theory and Research—S. Kiouisis (Advanced)

PUR 5507 — section 1G70, Class# 19809, 3 credits.

ONLINE, 100% Synchronous, Tuesdays, Periods 9 – 11.

In the field of public relations and related areas, we are constantly surrounded by messages intended to influence how people think, feel, and behave. To better understand how the process of influence operates, this course provides a broad overview of the main scholarly perspectives in persuasion. The course is designed to introduce you to the principal theories and empirical research programs exploring how communication, particularly from public relations efforts, impacts persuasion. While the primary focus is conceptual, we will also examine persuasion in applied settings, including political campaigns, health communication, and public information/social action campaigns.

Persuasion research has a rich scholarly history, drawing from a variety of academic disciplines, thus making an exhaustive introduction to it impossible in the span of just one semester. As a result, the readings for this class are designed to expose you to a wide range of information, with each week's readings representing a larger body of literature in the field.

Public Relations Research—M. Ferguson (Required for PR students)

PUR 6506 — section 12DD, Class# 19838, 3 credits.

ONLINE, 100% Synchronous, Tuesdays, Periods 5 – 7.

The purpose of Public Relations Research for graduate students is to learn about the relationships among public relations processes and public relations research. The course provides an introduction to, and experience with, research methods in public relations.

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Qualitative Research—H. Chen

MMC 6426 — section 1959, Class# 17966, 3 credits.

ONLINE, 100% Synchronous, Wednesdays, Periods 3 – 5.

MMC 6426 provides a survey of qualitative research philosophies and methods. Its focus is on the use of qualitative research to understand phenomenon generally considered within the domain of communication. We spend the majority of the time comparing and contrasting five approaches to qualitative research – narrative, phenomenology, grounded theory, ethnography, and case study to illustrate the variations on qualitative research available. While philosophical foundations are referenced from time to time, the course places primary emphasis on the application of qualitative research methods. Of special interest are decisions and activities that the qualitative researcher must accomplish, such as selecting a phenomenon for study, determining research objectives and questions, selecting a qualitative research design, choosing data sources, conducting a long interview and a field observation, analyzing qualitative data, evaluating qualitative research, and writing a report of the results.

Research Methods in Mass Communication—J. Hmielowski

MMC 6421 — section 07EA, Class# 17938, 3 credits.

ONLINE, 100% Synchronous, Tuesdays, Periods 7 – 9.

MMC 6421 provides an overview of common mass communication research methods. Both qualitative and quantitative research methods, including in-depth interviews, focus groups, content analysis, surveys, and experiments will be discussed. In addition, students will be introduced to statistical software used to analyze data.

Science/Health Communication—D. Treise (Advanced)

MMC 6409 — section 4767, Class# 17937, 3 credits.

ONLINE, 100% Synchronous, Mondays, Periods 4 – 6.

This course is designed as a broad overview of the fields of and theories used to investigate and understand science and health communication and communication's effect on public understanding. The class will be useful for you if you plan to: do research or teaching in the science, technology or health communication fields; if you are interested in policy development, or the role of communication in promoting public health; prepare for a career working in science communication or consulting to businesses in the government, science, health or technology fields; work as a public information officer in a research, health or technology organization, nonprofit, or to become a better consumer of health and science information (meaning to assess the credibility, risks and benefits of that information), etc. For any of these purposes, it is vitally important that you understand: what's happening in the field and how the gap between access to information and informed decision making is widening as information consumers are struggling to understand, evaluate and find credible information; and how it is exacerbating the disparities among some groups. So, you must understand the barriers and opportunities.

GRADUATE COURSES – FALL 2020

Science, Narrative and the Greater Good—C. Barnett & A. Christiano

MMC 6936 — section SNG1, Class# 26626, 3 credits.
ONLINE, 100% Synchronous, Mondays, Periods 8 – 10.

From coronavirus to climate change, it's never been more crucial for scientists to help people understand and trust in their work. Students will learn to tell the story of their science outside academe—including the principles of compelling narrative and how to use them, techniques to build trust and inspire people to care, and identifying and targeting key audiences. Students will learn the social, behavioral and cognitive science behind effective communication, and how to apply it to tell engaging, focused and fascinating stories.

Sports Media & Society—T. Spiker

MMC 6936 — section 8904, Class# 18114, 3 credits.
ONLINE, 100% Synchronous, Tuesdays, Period 3 and Thursdays, Periods 3-4.

In this survey course, we will cover the relationships between the sports industry, athletes, media, and audience. We will discuss the evolution of sports media from the early sportswriters to the day when athletes control their own messages via social media. We will cover the various mediums—newspapers, magazines, books, radio, TV, online, forums, blogs, and social media—in terms of their history, function, impact, and ethical implications. This course is about developing literacy and critical thinking skills about the sports industry and its relationship with the media. The course will consist of lectures, discussion, and guest speakers (live and via Skype). Please use professional courtesy when instructor, fellow students, and guests are talking.

Visual Storytelling—T. Sorel

MMC 6936, section 096G, Class# 17909, 3 credits.
ONLINE, 100% Synchronous, Tuesdays, Periods 3 – 5.

This course will assist students in developing hands on technical skills for the creation and dissemination of content for digital production, including photography, video production, audio recording, and visualizations. Through this professional graduate workshop, students will gain the skills needed to develop or enhance a career in the fields of journalism, marketing, public relations or a digital communication. Students will become proficient with DLSR cameras, lenses and video editing using Adobe Premiere.

GRADUATE COURSES – FALL 2020

UF CJC ONLINE Graduate Courses (approved for in residence students)

Influence and Selling— K. VanValkenburgh

MMC 5165, Class# 25348, 3 credits.

ONLINE

Students will learn to apply the techniques most commonly used by a broad range of compliance practitioners and explain how and why they work. They will be able to apply the three keys to influence and the six sources of influence to their current influence challenges. Prereq: Graduate status or certificate or combined degree status.

Public Affairs Communication—R. Grupp

MMC 5648, Class# (Departmentally Controlled), 3 credits.

ONLINE

Public Affairs Communication is structured around the idea that individuals, communities, and organizations have an obligation to work together to participate responsibly in democratic processes and help solve some of the world's most challenging problems. This course equips students with tools and skills to do that anywhere the need arises. Prereqs: Any graduate student with departmental approval.

Special Topics: Non-Profit and Government Communication—S. Gethicker

MMC 6936, Class# (Departmentally Controlled), 3 credits.

ONLINE

Special Topics: Fundamentals of Digital Political Advertising—R. Alvarez

MMC 6936, Class# 25462, 3 credits.

ONLINE

Special Topics: Intro to Digital Political Campaigning—R. Engle

MMC 6936, Class# 25475, VAR credits.

ONLINE