Communication (COMM)

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5001. Introduction to Graduate Communication Research

Three credits.

An introduction to quantitative research methods and statistics. Issues of measurement and design of communication studies as well as basic descriptive and inferential statistics are covered.

5002. Research Methods

Three credits.

Integrative approach to modeling theory, research design, and statistical analysis, including mathematical models, scale construction, measurement issues, correlation, regression, and analysis of variance.

5003. Advanced Communication Research Methods

Three credits. Prerequisite: COMM 5002.

Research techniques and procedures for the study of communication. Research design, multivariate statistics, and structural modeling.

5010. Theory Construction and Research Design

Three credits. Prerequisite: COMM 5002.

Conceptualization, theory construction, and review of communication methodologies. Students will write a proposal for independent research, thesis, or dissertation.

5100. Persuasion Theory and Research

Three credits.

Evaluation of current and traditional theories of persuasion and attitude change from communication, social psychology, and related disciplines.

5101. Motivation

(Also offered as PSYC 5101.) Three credits.

Theories of motivation considered in relation to their supporting data.

5120. Communication Campaigns

Three credits.

Campaign theory and planning. Students learn how to conduct interviews and focus groups with members of a target audience, and work with non-profit organizations to design a campaign.

5150. Crisis and Risk Communication

Three credits. Prerequisite: Open only to Communication graduate students.

Research, theory, and best practices in crisis and risk communication.

5200. Interpersonal Communication

Three credits.

Cognitive, emotional and behavioral interactions in specific contexts, including interpersonal relationships, groups, and work.

5220. Group Communication Research

Three credits.

The group communication process with emphasis upon research methodologies for the study of interactions in a group setting.

5230. Organizational Communication: Theory and Research

Three credits.

Relationship of prescribed and informal communication networks to organizational goal achievement and individual integration. Emphasis on frequently used research methodologies.

5300. Mass Communication Theory

Three credits.

Introduction to major theories, with emphasis on the structure, function, and effects of mass media.

5310. Seminar in Mass Communication Research

Three credits.

Recent theories of social and political effects of mass communication, and the cognitive processing of media messages.

5330. Children and Mass Media

Three credits. Prerequisite: Open only to Communication graduate students; instructor consent required.

This course provides an overview of important issues, theoretical perspectives, and research regarding children's and adolescent’s reactions to mass media including developmental differences in the processing of media content and in the effects of such materials.

5460. Intercultural Communication

Three credits. Not open for credit to students who have passed COMM 5895 when offered as “Intercultural Communication.”

Classic cross-cultural theories and new approaches in the study of cultures and cultural group interactions. Topics may include: intercultural communication history; demographic changes; ethnic identities; conflict and cooperation; violations, moral choices, professional responsibilities; acculturation, adaptation, assimilation; media use; media representation; gender and sexuality; high and low context communication; time orientation; the sojourn; and culture shock.

5500. Nonverbal Communication

Three credits.

The study of metacommunication: Kinesics, space, time and other concomitants of verbal messages. How the non-verbal band helps in the interpretation of verbal messages.

5501. Seminar in Nonverbal Communication and Persuasion

Three credits.

Role of media nonverbal communication in persuasion and media preferences. Affective and analytic communications in attitude formation, structure, and change.

5630. Communicating Presence

Three credits.

An examination of the conceptualization, measurement, and theoretical application of presence within a range of communication-related research disciplines.

5640. Social Media Use and Effects

Three credits. Prerequisite: Open only to Communication graduate students, others with consent.

Research and theory on the social and psychological predictors and effects of social media use as well as social media platforms: their technology, functions, and analysis of collected data.

5650. Communication Technology and Society: Theory and Research

Three credits.

Theory and research associated with the study of emerging communication technologies. Provides a comprehensive foundation in the scholarly literature addressing the content, adoption, uses and effects of new media.

5660. Computer Mediated Communication

Three credits.

Communication networks, human-computer interaction and interface design, social and collaborative communication via computer.

5770. Health Communication

Three credits.

Overview of health communication, including health behavior change interventions, emergency communication, risk assessment, media influences, provider-patient communication, socialization and identity, stereotyping, social support, diverse populations, and new communication technologies.

5892. Practicum in Research

Variable (1-6) credits. May be repeated for a total of 18 credits.

5895. Variable Topics in Communication

Variable (1-3 credits). Prerequisite: Instructor consent. May be repeated for credit.

5899. Independent Study in Communication

Variable (1-6) credits. May be repeated for credit.

This course is an independent study course in which periodic conferences with the instructor are required.

5900. Professional Communication

Three credits. Prerequisite: Open to graduate students.

Theories and applications of communication in professional settings. Focus on effective design of relevant messages to reach various audiences. Preparation for future employment by cultivating high-caliber communication skills through lecture content and workshops.

5991. Internship in Communication

Variable (1-3) credits. Prerequisite: Open to graduate students in Communication. Students taking this course will be assigned a final grade of S (satisfactory) or U (unsatisfactory).

Students complete a departmentally approved internship within one semester.

6001. Proseminar in Communication Research

Three credits. Prerequisite: COMM 5002, 5003, and 5010.

Advanced topics in communication research presented by faculty and specialists. Topics include information theory, survey of sampling and data collection, time series analysis (time-domain and panel design), physiological measurement, interaction analysis, and meta-analysis.

6800. Seminar and Directed Research in Communication

Variable (1-6) credits. Prerequisite: Open to graduate students in the Marketing Communication Program. May be repeated for a maximum of 12 credits.

6850. Seminar in Marketing Communication Research

Three credits.

Theories of emotional and cognitive processing of communications; cognitive mapping and message construction; design, implementation and evaluation of information campaigns.

6895. Topics in Applied Communication Research

Three credits.

Investigation of special research techniques and findings in selected areas of applied communication research.