

CCI 540 Sec. 001 (CRN 45499) Communication Theories, Tuesday evenings, 5:45 to 8:35 p.m. in Humanities and Social Sciences Room 56. Text: Miller, Katherine. Communication theories: Perspectives, processes, and contexts. New York, NY: McGraw Hill (latest edition). The class website is on Blackboard: bblearn.utk.edu.

Instructor: Dr. Mark Harmon, mdharmon@utk.edu, 865-974-5122. **Office Hours:** Tuesdays 1 to 5 p.m; Wednesdays 12:45 p.m. to 2:15 p.m., and by appointment, 333 Communications & UEB..

Topics (rough outline, subject to change):

Week	Date	Text Chapters	Topics	Extras
1	8/27	1, 2	Terms, Models, Theories, Class Operation	guest
2	9/3	3, 4	Positivist, Post-Positivist, Interpretive	guest
3	9/10	5	Critical and Cultural, Law & Ethics	guest
4	9/17	6	Symbols / McLuhan	video
5	9/24		Integrating Theory and Methods	guest
6	10/1	7	Message Production and Processing	AP/FN
7	10/8	8	Persuasion	BP/GN
8	10/15	9	Discourse	CP/HN
9	10/22		Communication Theory & Measuring Audiences	--
10	10/29	10, 11	Relationships	DP/JN
11	11/5	12, 13	Organizational and Small Groups	EP/AN
12	11/12	14, 15	Media Effects, Uses and Gratifications	FP/BN
13	11/19		Political Communication	GP/CN
14	11/26		Other Mediated Approaches	HP/DN
15	12/3	16	Culture and Communication, International Issues	JP/EN

Grading: Theory Paper 200 Points, Presentation of Theory Paper 100 Points, Annotated Bibliography 100 Points, Class Activities 100 Points. Total of 500 Points. Scale: 450-500=A, 440-449=B+, 400-439=B, 390-399=C+, 350-389=C, 300-349=D, 0-299=F.

Disability Statement: Any student who, because of a disabling condition, may require some special arrangements in order to meet class requirements should contact the course instructor as soon as possible so the necessary accommodations may be made.

Diversity Statement: CCI recognizes and values diversity. Exposing students to diverse people, ideas and cultures increases opportunities for intellectual inquiry, encourages critical thinking, and enhances communication and information competence. When all viewpoints are heard, thoughtfully considered, and respectfully responded to, everyone benefits. Diversity and fairness unite us with the wider professional and global community.

Theory Paper Assignment. You are to write an original paper explaining the assigned theory. Be certain your paper addresses the following questions: what is the theory? What are its claims? How has it been tested? What are its strengths and weaknesses? What are competing theories for the same or similar phenomena? How did the theory originate? How have later authors modified, expanded, or contracted the theory? Expectations are seven to ten pages of double-spaced text, standard font, including references in APA style. One should be prepared on the due date to present for seven to ten minutes about the theory. A question-and-answer session will follow. Any special audio-video needs should be brought to the attention of the instructor before the class session. Do not steal the wording of others. Plagiarism is a serious academic offense.

Annotated Bibliography Assignment. You are to write an original paper consisting of a minimum of seven and maximum of ten citations of published work key to your assigned theory. Each citation must be in proper APA style and include a 100 to 150 word original abstract of the major findings or claims of the article. Do not steal the wording of others. Plagiarism is a serious academic offense. Read and summarize the works for yourself.

Theory Groupings

Group A, Message Production and Processing: Attribution Theory, Constructivist Theory, Action Assembly Theory, Berger's Theory of Planning, Cognitive Dissonance Theory, Problematic Integration Theory, Social Cognitive Theory

Group B, Persuasion: Elaboration Likelihood Model, Inoculation Theory, Hierarchy of Effects, Multi-Attribute Theory, Compliance Gaining, Optimal Stimulation Level Theory

Group C, Discourse: Speech Act Theory, Coordinated Management of Meaning Theory, Communication Accommodation Theory, Expectancy Violation Theory, Interaction Adaptation Theory, Superiority Theory of Humor, PodCred Framework

Group D, Relationships: Social Penetration Theory, Uncertainty Reduction Theory, Social Exchange Theory, Predicted Outcome Value Theory, Dialogic Theory of Public Relations, Homophily Theory

Group E, Organizational and Small Groups: Relational Systems Theory, Theory of Logical Types, Social Identity Theory, Weick's Theory of Organizing, Structuration Theory, Concertive Control Theory, Functional Theory, Symbolic Convergence Theory, Game Theory

Group F, Media Effects, Uses and Gratifications: Media System Dependency Theory, Social Learning Theory, Parasocial Interaction, Cultivation Theory, Diffusion of Innovation/Knowledge, Two-Step Flow or Opinion Leadership, Play Theory, Disposition Theory

Group G Political Communication: Social Movement Theory, Gatekeeping Model, Rawls' Distributive Justice Ethics Model, Political Economy of Communication

Group H Other Mediated Approaches: Agenda Setting, Framing, Crisis Communication Theory, Image Repair Theory, Spiral of Silence

Group J Culture and Communication: Speech Codes Theory, Muted Group Theory, Standpoint Theory, Knowledge Gap, Critical Race Theory