

## Applied Communication

### School of Liberal Arts Indianapolis

**Chairperson**

Associate Professor Kim White-Mills\*

**Departmental E-mail**[commdept@iupui.edu](mailto:commdept@iupui.edu)**Departmental URL**<http://www.liberalarts.iupui.edu/comm/>

### Graduate Faculty

(An asterisk [\*] denotes membership in the University Graduate School faculty with the endorsement to direct doctoral dissertations.)

**Professors**

Linda G. Bell, John Parrish-Sprowl\*, Sandra Petronio

**Associate Professors**

Catherine A. Dobris, Elizabeth Goering\*, Kristine Karnick, Gail G. Whitchurch\*, Kim White-Mills\*, Nancy Rhodes, Kristy Sheeler

**Assistant Professor**

Se-Hoon Jeong

**Senior Lecturer**

Stuart M. Schrader (Dentistry)

**Director of Graduate Studies**Catherine A. Dobris, Department of Communication Studies, Cavanaugh Hall 307G, IUPUI, (317) 278-3110, [cdobris@iupui.edu](mailto:cdobris@iupui.edu)

## Degrees Offered

**M.A. in Applied Communication**

The Department of Communication Studies offers a master's program in Applied Communication with concentrations in

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Indiana University–Purdue University Indianapolis  
Indianapolis, IN 46202  
(317) 274-1577  
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corporate communication, health communication, and media criticism/management.

## Program Goal

The overarching goal of this unique program in applied communication is to provide students with the competencies and skills necessary to address specific communication issues and problems that are socially relevant and to suggest or implement change. The primary intellectual goal of the program is to increase our students' understanding of the theoretical implications of discipline-specific knowledge and to enhance their ability to understand and predict human interaction relative to realistic, applied outcomes associated with contemporary social problems. A practical goal of the program is to educate professionals who grasp the complexities of communication problems and who are able to develop and execute strategies and create programs to address such issues.

**Admission Requirements**

Our department prides itself on the diversity of majors from which students enter our program of study. Prior to entering our master's program, students should have (1) a baccalaureate degree from an accredited institution, (2) an introduction to research methods, (3) experience in the analysis of communication phenomena, and (4) experience with writing in an academic context. Students who do not have this preparatory work may be admitted provisionally with additional coursework required prior to admission, and/or additional credit hour requirements imposed as a part of the minimum requirements for the Master of Arts degree.

The Admissions Committee will evaluate an applicant's preparation and goals to ensure that the applicant meets the requirements of Indiana University Graduate School and that the applicant's needs and goals are compatible with the Department's program.

The Department seeks applicants who have strong analytical and writing skills, a strong liberal arts background, an interest in communication, and applicable work-related experiences. Generally, successful applicants will have cumulative grade point averages of 3.0 or higher at the undergraduate level. The Admissions Committee considers all indicators of the applicant's ability to complete the degree successfully.

Applicants should submit the following:

- (1) Completed application form for Indiana University Graduate School.
- (2) Personal Statement.
- (3) Official transcripts of all college level coursework.
- (4) Three letters of recommendation

(from university instructors and/or professional associates) sent directly to the Director of Graduate Studies. (5)\*GRE scores are not required for admission to the program; however GRE scores may be submitted if an applicant feels the scores will enhance his/her application and an applicant wishing to be considered for scholarships or fellowship support should note that strong scores on the GRE General Test ARE REQUIRED and may have a positive impact on his/her application. (6) International students must submit TOEFL scores. Information about TOEFL can be obtained from the International Affairs Office, 620 Union Drive, Room 207, Indianapolis, IN 46202-5167 or 317- 274-7000. (7) Application fee of \$50.00 USD, \$60.00 USD for international students. This fee is subject to change. Payment is made online with a credit card.

The following deadlines must be observed in order to receive consideration for admission:

- January 15—priority consideration for fall semester and to be considered for University Fellowships and other financial support
- April 1—Fall regular admission and summer deadline

### Foreign Language Requirements

None, but M.A. students continuing on for the Ph.D. are encouraged to validate their reading proficiency in a foreign language according to University Graduate School standards.

### Grades

Students must earn a “C” (2.0 on a 4.0 scale) or better for any course to count toward the M.A. degree. The student must maintain a cumulative GPA of 3.3 (B+) or better in order to graduate.

If a student drops below a cumulative GPA of 3.3 in a given semester, the student may be placed on probation. If the student drops below a cumulative 3.3 for two consecutive semesters, the student may be dismissed from the program.

### Course Requirements

In order to graduate, all students must complete the following courses: 1) twelve (12) credit hours of core requirements (C500, C501, C502, C530, C531; C503 or C597), 2) eighteen (18) credits of communication electives, and 3) six (6) interdisciplinary electives from outside of the Department of Communication Studies.

### Examinations

The candidate must pass written examinations as a requirement for completion of the degree. The examination procedures will be administered by the student's primary committee.

### Applied Learning Project or Thesis

The candidate must satisfactorily complete the Applied Learning Project (ALP) or thesis as a requirement for completion of the degree.

## Courses

**C500 Advanced Communication Theory (3 cr.)** Students explore how scholars from various traditions have described and explained the universal human experience of communication. Students develop an understanding of a variety of communication theories to more completely interpret events in more flexible, useful, and discriminating ways.

**C501 Applied Quantitative Research Methods in Communication Studies (3 cr.)** The course is designed to offer an opportunity to examine, assess, and conduct quantitative research that employs communication theory and quantitative research methods as a means to test theory in applied settings and/or as a means to applied ends (i.e., problem-solving policy analysis).

**C502 Applied Qualitative Research Methods in Communication Studies (3 cr.)** P: 6 credits (at any level) of coursework in Communication Studies. Inductive (data-to-theory) approach to knowledge, and associated sequential and non-sequential methods for studying communication in applied everyday situations, e.g., friendships and other close personal dyads, families, small groups, organizations, and public, media, historical, computer mediated, or health-related contexts.

**C503 Applied Learning Project (3 cr.)** An applied learning project that provides students with a culminating educational experience. The project gives students the opportunity to apply their knowledge of communicative processes to real-life organizational problems, and provides the opportunity to produce a body of work reflecting their abilities.

### C510 Health Provider-Consumer Communication (3 cr.)

Designed to teach communication skills and practices related to health care talk by examining transactional communication within health care contexts. Topics covered in this course focus directly upon interpersonal dialogue between health care providers and patients.

**C520 Advanced Public Communication (3 cr.)** Critical analysis and employment of rhetorical strategies in forms and types of professional discourses incorporating current technologies.

**C526 Effective Media Strategies (3 cr.)** Contemporary communicators in need of mediums of communication in addition to face-to-face interaction require an expanded knowledge of rhetorical strategies. This course will have a special focus on the effective use of media as a means of persuasion.

**C528 Group Communication and Organizations (3 cr.)** This seminar-format course examines the ways in which informal groups and communication networks facilitate a variety of organizational processes (i.e., socialization, diffusion of innovation). Emphasis is placed on developing theoretical understanding of informal groups in organizations as well as on methodological issues involved in studying communication networks in organizations.

**C530 Communication Criticism (3 cr.)** This course will introduce students to criticism as a method of studying persuasive messages in speeches, fiction, mass media, musical lyrics, political campaign literature, art, and other modes of communication in contemporary culture.

**C531 Media Theory and Criticism (3 cr.)** A course organized primarily around theories and critical strategies commonly considered within the broad category of contemporary criticism. The course utilizes primary theoretical texts to introduce students to a variety of methodologies employed in analyzing media messages, and emphasizes the application of theoretical frameworks on the analysis of specific media texts.

**C544 Advanced Relational Communication (3 cr.)** Applications of communication theory/research in such areas as relational culture and relationship development. Includes a scholarly project on a real relationship, and applications of research to areas such as pedagogy and couple/family therapy.

**C580 Advanced Organizational Communication (3 cr.)** The course provides a solid foundation of concepts for understanding and discussing human organizations. Students will analyze, evaluate, and apply the theories and practices related to organizational issues. Through case studies, readings, and practical applications, this course combines a theory-based understanding of communication in organizations with real-world applications.

**C582 Advanced Intercultural Communication (3 cr.)** An in-depth analysis of how variables such as values, beliefs, traditions, language, background, and experiences are manifested in the verbal and nonverbal meaning of messages communicated by cultures and subcultures throughout our global society.

**C591 Topics/Seminar in Applied Communication (3 cr.)** This is a revolving topics course. The changing nature of the topic allows graduate students to explore, synthesize, and integrate knowledge of the field of communication and the particular discipline of applied communication while focusing on a single topic not otherwise addressed in the course of study.

**C592 Advanced Health Communication (3 cr.)** A course designed to teach communication skills and practices related to health care by examining health care communication theory. Topics range across communication levels (interpersonal, intrapersonal, group, organization, mass media, and mediated communication) within a variety of health care contexts.

**C593 Advanced Family Communication (3 cr.)** Applications of theory and research on the role of communication in creating and maintaining marriages/committed couples and families. Includes a scholarly term paper on a real couple or family's communication.

**C594 Communication and Conflict Management in Organizations (3 cr.)** This seminar-format course examines the communication exchanges that facilitate conflict management within organizational contexts. Specific attention is focused on negotiation and mediation; however, the communication of

alternative means of conflict and dispute resolution are also discussed. In addition, students will be introduced to methods for assessing conflict interaction in organizations.

**C597 Thesis (3 cr.)** Applied communication students who choose the thesis option will identify a research topic and develop it under the guidance of the student's thesis director (IUPUI professor). The thesis topic will be related to the field of applied communication in its foci and method.

**C598 Internship (1-3 cr.)** This course integrates applied communication theory and practice in a practice setting. Students will apply theoretical concepts and research tools, conduct projects, and interact with communication professionals in the designated setting. In concert with the student's chosen area of concentration, he or she will address issues of importance to that particular organization.

**C599 Independent Study (1-6 cr.)** This course provides students with the opportunity to synthesize and apply knowledge acquired through course work and professional experience into a completed research project in applied communication. Students will work independently on a topic/issue of choice under the guidance of graduate faculty.

**C620 Computer-Mediated Communication (3 cr.)** An overview of practical and scholarly approaches to computer mediated communication. The readings address mass communication, discourse, community, gender, intercultural understanding, ethics, interpersonal relationships, identity, organizational communication, and education.