Instructor: Cinzia Padovani, PhD. Office Hours: M: 12:15-2:55; W: 12:15-3:35. Communications Building, Room 2223. E-mail: Padovani@siu.edu.

Synopsis and Main Objectives: Understand the theoretical underpinnings of qualitative methodologies as they are related to the study of communication, focusing on the main dichotomies between positivist and interpretative approaches to media and communication inquiries. A more practical part of the class will provide students the opportunity to learn how to collect, analyze, and report qualitative data, including participant observation, in-depth interviewing, and textual analysis. A final project is required.

This is a seminar and therefore students will be expected to rotate to lead each section. All are expected to participate in a knowledgeable and productive way to the seminar. In order for it to happen, you must come to class prepared to share your insights, knowledge and interpretation of the readings for that day, and listen to what your colleagues have to say.

Readings: There is one textbook and weekly readings. The textbook is: Lindolf and Taylor, Qualitative Communication Research Methods, third edition, Sage.

Weekly readings will be available on Desire2Learn. If a specific reading is not available, I will ask the students to search for it and make it available to all participants.

Late Policy: No late papers (assignments, weekly writings, or final project) will be accepted. You will receive a 0 for any late submission.

Attendance: is mandatory for this class. You only have 1 excused absence during the semester. I will drop one letter grade from your final grade for each additional absence.

Grading: Grades will be allocated as follows:
1) Class Participation 20% (20 points max)
2) Weekly response papers/annotated biblio 2% each (total 8 short papers, 2-3 double spaced pages, 16 points max)
3) Textual Analysis Assignment 10% (10 points max)
4) In Depth Interview Assignment 10% (10 points max)
5) Participant Observation Exercise 10% (10 points max)
6) Final Project 20% (20 points max)
7) Presentation of Research Paper 14% (14 points max)
1. Class Participation

✓ Class Presentations: Each week, on a rotation basis, one or two student will lead the discussion. (Details will be explained in class). Your presentation is worth 10% of your grade.

✓ Class Discussions: Every participant is expected to be engaged throughout the class and participate. This includes: Asking questions that are relevant and focused, refer to your response paper during class discussions, make precise and direct references to the readings, attentive listening of others. This will count for another 10% of your grade.

2. Weekly response papers: each week, starting on week 2 (see class schedule below), you will be asked to write a 2-3 pages max response papers or annotated bibliography.

3. Proposal and working bibliography for final project. If you want me to look at this, you must send it to me 4 weeks before final project is due.

4. Final Project: you are required to design a research project: 20 pages double spaced max. Details will be discussed in class.

5. Presentation of Final Project: the last two weeks of the semester will be reserved for students to present their final project.

SCHEDULE
(NOTE: THIS SCHEDULE IS SUBJECT TO CHANGE)

Week 1: M 8/22 First Day of Class. Orientation

Week 2: M: 8/29 Introduction to the theories and practices of qualitative methodologies


For today, write: Response paper.

Week 3: M: 9/5 NO CLASS LABOR DAY

Week 4: M: 9/12 Introduction continues
Week 5: M : 9/19 Textual analysis begins
Week 6: M 9/26: Ethnography and audience studies
Week 7: M 10/3: Rhetorical Criticism

Week 8: M 10/10 FALL BREAK

Week 9: M 10/17 Participant Observation Exercise
**Week 10:** M: 10/24 Textual analysis (continues)

**Week 11:** M: 10/31 Interviewing and focus groups.

**Week 12:**
- M: 11/7 critical discourse analysis.

**Week 13:** M: 11/14 Political Economy as a research method

**Week 14:** M 11/21 3 *In Depth interview*

**Week 15:** M 11/28: Students presentations begin

**Week 16:** M 12/05 Students presentations end.

- **Final projects** due on December 12th 3:00 p.m. in hard copy in my mail box in the RTD department as well as on D2L.