

Preliminary Reading Lists

*Questions on your comprehensive examination will be based on the texts listed below.
You are expected to cite specific authors and theories in your answers.*

Theory (500)

This is a basic list of texts used for the theory class. Please supplement your reading with journal articles and other theory anthologies as needed to gain competency in the area of theory development and application.

Baron, S., & Davis, D. *Mass communications theory* (2nd ed.).

Infante, D., Rancer, A., & Womack, D. *Building communications theory*.

Lowery, S., & DeFleur, M. *Milestones in mass communications research* (3rd ed.).

Rodgers, E.M. (1997). *A history of communication study*. New York: The Free Press.

Salwen, M., & Stacks, D. *An integrated approach to communication theory and research*.

Severin, W. J., & Tankard, J.W. (2001). *Communication theories: Origins, methods, and uses in the mass media* (5th ed.). New York: Addison, Wesley, and Longman.

Turabian, K. *A manual for writers of term papers, theses, and dissertations* (6th ed.).

Methods (507, 508, 509)

These texts are used for qualitative and quantitative investigation. Supplement your readings with studies from academic journals to enable you to gain competence in the area of research methodology.

American Psychological Association. (2001). *Publication manual for the American Psychological Association* (5th ed.). Washington D.C.

Creswell, J.W. *Educational research: Planning, conducting, and evaluating quantitative & qualitative research*.

Creswell, J.W. (2002). *Research design: Qualitative and quantitative approaches* (2nd ed.). Thousand Oaks, CA: Sage.

Creswell, J.W. (1998). *Qualitative inquiry and research design*. Sage.

Frey, L.R., Botan, C.H., & Kreps, G.L. (2000). *Investigating communication: An introduction to research methods* (2nd ed.). Needham Heights, MA: Allyn & Bacon.

- Galvan, J.L. (1999). *Writing literature reviews: A guide for students of the social and behavioral sciences*. Los Angeles: Pyrczak.
- Glesne, C. (1999). *Becoming qualitative researchers*. Longman.
- Gould, S.J. (1995). *Dinosaur in a haystack: Reflections in natural history*. New York: Three Rivers.
- Locke, Spirduso, & Silverman. (2000). *Proposals that work* (4th ed.). Sage.
- Mann, C. & Stewart, F. (2000). *Internet communication and qualitative research*. Sage.
- Norusus, M.J. (2002). *SPSS 11.0: Guide to data analysis*. NJ: Prentice Hall.
- Morgan, G.A., Orlando, G.V., & Gloeckner, G.W. (2001). *SPSS for Windows: An introduction to use and interpretation in research*. Mahwah, NJ: Lawrence Erlbaum.
- Morgan, S.E., Richert, T., & Harrison, T.R. (2002). *From numbers to words: Reporting statistical results for the social sciences*. Boston: Allyn & Bacon.
- Sayre, S. (2001). *Qualitative methods for marketplace research*. Sage.
- Thomas, R.M. (2003). *Blending qualitative and quantitative research methods in theses and dissertations*. Thousand Oaks, CA: Sage.
- Williams, F., & Monage, P. (2001). *Reasoning with statistics* (5th ed.). Fort Worth, TX: Harcourt.
- Wimmer, R.D., & Dominick, J.R. (2003). *Mass media research: An introduction*. (7th ed.). Belmont, CA: Wadsworth.

500 Level Courses

*Focus on the texts below that relate to courses you have taken and your professional area of study. Supplement your readings with professional publications and trade journals. When you request your exam questions, specify one to three of the following key words to identify the nature of the questions you will receive: **advertising, audiences, brands, change, digital, Disney, e business, ethics, global, management, marketing, morality, news, politics, propaganda, public relations, sports, terrorism, travel***

(1998). *Harvard business review on change*. Harvard Business School Press.

- Abercrombie, N., & Longhurst, B. (1998). *Audiences*. Thousand Oaks, CA: Sage.
- Anokwa, K., Lin, C.A., & Salwen, M.B. (2003). *International communications: Concepts and cases*. Belmont, CA: Thomson/Wadsworth. (global)
- Blackwell, R., & Stephan, T. (2004). *Brands that rock*.
- Bok, S. (1998). *Mayhem*. Addison-Wesley.
- Botan, C.H., & Hazelton, V. (1989). *Public relations theory*. Hillsdale, NJ: Lawrence Erlbaum Associates.
- Brooker, W., & Jermyn, D. (Eds.). (2003). *The audience studies reader*. New York: Routledge.
- Duck, J.D. (2001). *The change monster*. Crown Business.
- Evans, P., & Wurster, T.S. (2001). *Taking care of e business*. Doubleday.
- Fiske, J. (1989). *Reading the popular*. Boston: Unwin Hyman.
- Friedman, T. (2003). *Longitudes and attitudes: The world in the age of terrorism*. New York: Anchor.
- Frith, K., & Mueller, B. (2003). *Advertising in societies: Global issues*. New York: Peter Lang.
- Gates, B. (1999). *Business @ the speed of thought, using a digital nervous system*. Warner Books.
- Gert, B. (2004). *Common morality: Deciding what to do*. Oxford: Oxford University Press.
- Gofton, L. (1999). *Marketing messages*. Blackhall.
- Goldman, J.E., Cole, B., Panko, R.R., Levine-Young, M., & Hahn, H. (2000). *Technology of the internet*. Boston: Pearson Custom.
- Graber, D.A. (2002). *Mass media & American politics* (6th ed.). Washington DC: CQ Press.
- Graber, D.A. (2000). *Media power in politics* (4th ed.). Washington DC: CQ Press.
- Grodin, D., & Lindlor, T. (1996). *Construction the self in a mediated world*. Thousand Oaks, CA: Sage.

- Hachten, W., & Scotton, J. (2002). *World news prism* (6th ed.). ISP.
- Hay, L., Grossberg, L., & Wartella, E. (Eds.). (1996). *The audience and its landscape*. Boulder, CO: Westview Press.
- Heath, R. (2001). *The handbook of public relations*. Thousand Oaks, CA: Sage.
- Johnson-Cartee, K.S., & Copeland, G.A. (2004). *Strategic political communication: Rethinking social influence, persuasion and propaganda*. Lanham, MD: Rowman & Littlefield.
- Kamalipour, Y. (2002). *Global communication*. Wadsworth.
- Kanter, R.M. (2001). *e-Volve: Succeeding in the digital culture of tomorrow*. Harvard Business School Press.
- Kiesler, S. (1997). *Culture of the internet*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Ledingham, J.A., & Bruning, S. (2000). *Public relations and relationship management: A relational approach to the study and practice of public relations*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Mann, C., & Stewart, F. (2000). *Internet communication and qualitative research*. London: Sage.
- Marchhand, R. (1985). *Advertising the American dream: Making way for modernity 1920-1940*. Berkley, CA: University of California Press.
- McPhail, T. (2002). *Global communication*. Allyn & Bacon.
- McQuail, D. (1997). *Audience analysis*. Thousand Oaks, CA: Sage.
- Middleton, V. (2001). *Marketing in travel & tourism* (3rd ed.). Butterworth Heinmann.
- Mill, J.S. (2001). *Utilitarianism* (2nd ed.). Indianapolis, IN: Hackett.
- Miller, D. (Ed.). (2004). *Tell me lies: Propaganda and media distortion in the attack on Iraq*. London: Pluto Press.
- Mooij, M.D. (1998). *Global marketing and advertising*. Sage.
- Owen, B.M. (1999). *The internet challenge to television*. Harvard University Press.
- Quinn, R.E. (1996). *Deep change*. Jossy-Bass.
- Radford, B. (2003). *Media mythmakers: How journalists, activist, and advertisers*

- mislead us*. Amherst, MA: Prometheus Books. (propaganda)
- Redmond, J., & Trager, R. (1998). *Balancing on the wire*. Coursewise.
- Rosenberg, M. (2001). *eLearning: Strategies for delivering knowledge in the digital age*. McGraw-Hill.
- Ross, Karen and Virginia Nightengale, *Media and Audiences* (2003). Open University Press.
- Rudinow, J., & Graybosch, A. (2002). *Ethics and values in the information age*.
- Sabato, L.J., Stencel, M., & Lichter, S.R. (2000). *Peep show: Media and politics in an age of scandal*. Landham, MD: Rowman & Littlefield.
- Shank, M. (1999). *Sports marketing*. Prentice Hall.
- Silverblatt, A., & Zlobin, N. (2004). *International communications: A media literacy approach*. Armonk, NY: M.E. Sharpe. (global)
- Smith, D., & Clark, S. (2002). *Disney: The first 100 years*. Disney Editions.
- Snow, N. (2003). *Information war: American propaganda, free speech and opinion control since 9/11*. New York: Seven Stories Press.
- Snow, N. (2002). *Propaganda, inc.: Selling America's culture to the world* (2nd ed.). New York: Seven Stories Press.
- Sohn, Wicks, Lacy, & Sylvie. (1999). *Media management: A casebook approach*. Lawrence Erlbaum Associates.
- Tapscott, D., Ticoll, D., & Lowy, A. (2000). *Digital capital: Harnessing the power of business webs*. Harvard Business School Press.
- Warlaumont, H.G. (2001). *Advertising in the 60s: Turncoats, traditionalists, and waste makers in America's turbulent decade*. Westport, CT: Praeger.
- Wasko, J. (2002). *Understanding Disney*. Polity Press.
- Wicks, R. (2001). *Understanding audiences*. Mahway, NJ: Lawrence Elrbaum.
- Zeff, R., & Aronson, B. (1999). *Advertising on the internet*. New York: John Wiley & Sons, Inc.

