An examination of the logic of qualitative research methods, focusing on the study of communication as cultural practice. Discussions include the nature of interpretive, as opposed to predictive, theories of communication; and the use of various techniques in the analysis of the meaning of communication, including the ethnographic interview, participant observation, and discourse analysis.

**READINGS**
There are two required books, available in the bookstore:


And there are 15 readings, available from the instructor:


(December 1993): 322-338.


**TERM PAPER**
Three copies are due Wednesday, June 7. Appropriate topics will be discussed in class.

**WEEKLY CASE STUDIES**
The weekly study questions are a genuine effort to focus our discussions; they are not intended as busy-work. Your answer to each week’s question, due in class, should not exceed two pages (typed, double-spaced, please).

**INSTRUCTOR/OFFICE HOURS**
Ted Glasser
340 McClatchy Hall
Wednesdays, 9:00-12:00; 1:30-2:30;
and by appointment
723-0962; glasser@stanford.edu
**SCHEDULE**

Week of April 5

**INTRODUCTION**

Week of April 12

**COMMUNICATION AND CULTURAL STUDIES**

Reading:  
- Geertz, *The Interpretation of Culture*, pp. 3-30  
- Carey, *Communication As Culture*, pp. 13-36  
- Schudson, *The Sociology of News*, pp. 16-63

Week of April 19

**THE FOUNDATIONS OF ANTI-FOUNDATIONALISM**

Reading:  
- Geertz, *The Interpretation of Cultures*, pp. (3) 33-83.  

Week of April 26

**CULTURE AND ITS INTERPRETATIONS**

Reading:  
- Geertz, *The Interpretation of Cultures*, pp. 87-141.  
- Lindlof and Taylor, *Qualitative Communication Research Methods*, chapters 1 and 2

Week of May 3

**THE LOGIC OF “QUALITATIVE” RESEARCH, PART I**

Reading:  
- Clifford G. Christians and James W. Carey, “The Logic and Aims of Qualitative Research”  
Week of May 10

THE LOGIC OF “QUALITATIVE” RESEARCH, PART II

Reading: Lindlof and Taylor, *Qualitative Communication Research Methods*, chapters 3 through 6; and 8.

Andrea Fontana and James H. Frey, “Interviewing: The Art of Science”

Norman Denzin, “The Art and Politics of Interpretation”

Week of May 17

CRITICAL VERSUS CULTURAL STUDIES

Reading: Joe L. Kincheloe and Peter L. McLaren, “Rethinking Critical Theory and Qualitative Research”

Paul Lazarsfeld, “Remarks on Administrative and Critical Communications Research”

Stuart Hall, “The Rediscovery of Ideology: The Return of the ‘Repressed’ in Media Studies”

Week of May 24*

RESEARCH IN PRACTICE: THE AUTHORITY OF THE AUTHOR

Reading: Andrea L. Press and Elizabeth R. Cole, *Speaking of Abortion*

Week of May 31

RESEARCH IN PRACTICE: TALK AND TEXTS


Theodore L. Glasser and James S. Ettema, “When the Facts Don’t Speak for Themselves: A Study of the Use of Irony in Daily Journalism”

James Anderson, “Scholarship in Society”
Week of June 7

DISCUSSION OF EXTENDED ABSTRACT

Week of June 14

DISCUSSION OF PAPER

ADDITIONAL BOOKS AND ARTICLES ON QUALITATIVE RESEARCH METHODS


