UMass Program Description

Donal Carbaugh, *University of Massachusetts Amherst*
Area of Focus

The UMass Communication Department has an active group of faculty and students working in ethnographic and cultural approaches to social interaction. In addition to offering focused coursework and individual mentoring, we meet twice each month as a group for Discourse Laboratory meetings to share data and work on analyses together. Topical foci of our research include intercultural communication, environmental communication, personhood, ethnic and racial identity, power in discourse, and interaction in talk radio. Faculty in this area of our graduate program vary in background and specific research interests, but we are united in addressing questions of social interaction, culture, and meaning:

• What are the communication practices people use to construct their social lives?
• How is meaning jointly constructed in interaction?
• How are meaning-making processes culturally and contextually embedded and variable?
• What are the roles of power in interaction?
• How do theoretical constructs and perspectives such as culture, identity, performance, morality, and politics help us to understand these processes and relationships?

We emphasize qualitative methods, particularly ethnography and discourse analysis, in our approach to these problems. The overall strengths of the Communication department in qualitative methods, social theory, and issues of representation complement these approaches to culture and social interaction.

Faculty with Expertise in Social Interaction and Culture

Benjamin Bailey (PhD, Linguistic Anthropology, UCLA 1999) - Ethnic and racial identity, social interaction
Donal Carbaugh (PhD, Communication, Washington, 1984) - Ethnography of communication, cultural discourse, pragmatics
Leda Cooks (PhD, Communication, Ohio, 1993) - Performance, power, and culture
Gonen Dori-Hacohen (PhD, Communication, University of Haifa, 2009) — Media and interaction, media talk and the public sphere

Faculty with allied interests in communication, culture, and social interaction are in Anthropology, Education, Comparative Literature, and elsewhere. Students take courses outside the department as needed.

Courses

Courses with the following titles have been offered in recent years, some regularly, most on a revolving basis:

• Social Uses of Language
• Theories of Social Interaction
• Qualitative Research Methods in Communication
• The Ethnography of Communication
• Cultural Discourse Analysis
• Field Research Methods in Social Interaction
• Language, Power, and Social Identity
• Intercultural Communication
• Rhetoric and Performance
• Gender and Communication
• Discourse Analysis
• Environmental Communication
• Language in Civic Participation
Graduate Student Achievements

The Top Paper award in the Language and Social Interaction Division of NCA for 2012 is by Elizabeth Molina-Markham (2011 PhD). Brion van Over (2012 PhD) and Sunny Lie (ABD) received Top Paper Awards from the Language and Social Interaction Division of ICA for 2012. Elizabeth Molina-Markham’s dissertation received the 2012 “Outstanding Dissertation Award” from the Religious Communication Association.

Three further dissertations (by Trudy Milburn, Eric Morgan, and Rick Wilkins) written in our program have received Distinguished Dissertation Awards from the National Communication Association and the International Communication Association.

Support for graduate student work has been supplied not only by our department, but also by:

• The American Jewish Archives
• IREX Individual Advanced Research Opportunity Grant
• The Finnish Ministry of Education
• The Fulbright Foundation
• The National Endowment for the Humanities

Work based upon our graduate student studies has been published in many books and in journals including:

• Narrative Inquiry
• Journal of Multicultural Discourses
• Research on Language and Social Interaction
• Communication Theory
• Environmental Communication
• International Journal of Intercultural Relations
• Journal of International and Intercultural Communication
• Communication Yearbook
• International and Intercultural Communication Annual
• Journal of Language and Social Psychology
• Journal of Communication
• SKY Journal of Linguistics
• Great Plains Quarterly

Graduate Student Placement

Our recent graduates have been placed in various academic settings including the following:

• Baruch College of the City University of New York
• California State University Channel Islands
• University of Colorado Boulder
• Mount Saint Vincent College
• Fitchburg State University
• University of Helsinki, Finland
• New Mexico State University
• Rocky Mountain College
• Rutgers University
• University of Hartford
• University of Central Florida
• US Air Force University
• Manchester Community College
• Suffolk Community College
• Westfield State University
Titles of Recent Graduate Student Dissertations in Communication, Social Interaction, and Culture:

- Listening faithfully with Friends: An ethnography of Quaker communication practices
- Beyond words: Exploring the cultural limits of the communicable
- Silencing non-traditional identities through communication: Situated enactments of sexuality in Japan
- “Hate speech” in Hungarian Public Discourse
- Finnish cultural discourses about mobile phone communication
- Mass media appropriations: Communication, culture, and everyday social life
- Strategies of the self: negotiating cultural identities in anglophone and allophone Montreal
- Deliberation and democracy: ethnography of rhetoric in a New England town meeting
- Recovering trauma: an ethnographic study of women's storytelling within contemporary support group environments
- Communicating environment: cultural discourses of place in the Pioneer Valley of Western Massachusetts
- Women's ways of speaking about menopause and hormone replacement therapy: an American discourse on personhood
- Communicative practices of Yiddish-speaking Jewish elders on South Miami Beach
- Recovery culture: the promotion of depression and consumption of mental health technologies in contemporary social practices
- The Black, Jewish, Other video dialogue: a case study of the social construction of transformative discourse
- Exploring the meaning of work: a CMM analysis of the grammar of working among Acadian-Americans
- A social constructionist perspective on the Chinese lian/mian (face) practices
- Popular belief in gender-based communication differences and relationship success